

Message Text

UNCLASSIFIED

PAGE 01 ABU DH 00475 220515Z

20

ACTION NEA-05

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /013 W

----- 007735

R 220431Z APR 74

FM AMEMBASSY ABU DHABI

TO AMEMBASSY CAIRO

INFO AMEMBASSY BEIRUT

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

SECSTATE WASHDC 1489

USDOC WASHDC

UNCLAS ABU DHABI 0475

CAIRO FOR MRO KILLOUGH

EO 11652: NA

TAGS: OTRA, BEXP, TC

SUBJ: TRAVEL OF MRO KILLOUGH

REF: STATE 63734

1. POST WELCOMES KILLOUGH VISIT. HOTEL RESERVATIONS MADE AT HILTON (ABU DHABI) AND CARLTON (DUBAI). IF KILLOUGH DOES NOT HAVE UAE VISA HE SHOULD OBTAIN ONE IN CAIRO. PLEASE RECHECK ITINERARY SINCE IN LATEST SCHEDULES FLIGHTS GF 336 (FRIDAY DUBAI-ABU DHABI) AND GF323 (WEDNESDAY ABU DHABI-DUBAI) DO NOT EXIST. FIRST FRIDAY CONNECTION DUBAI-ABU DHABI IS GF 338 ETA 1650, RESULTING IN FOUR-HOUR LAYOVER IN DUBAI.

2. WITH PRESENT CROWDING OF OFFICES, EMBASSY UNABLE TO GUARANTEE WORK SPACE FOR KILLOUGH. EMBASSY CAN PROVIDE A TYPEWRITER FOR USE IN HOTEL. INTERPRETERS SHOULD NOT BE NECESSARY.

3. COMMENT: MARKET RESEARCH IS A BASIC TOOL IN PLANNING TRADE PROMOTIONS AND IN DISTINGUISHING BETWEEN AN EXISTING OR POTENTIALLY EXISTING MARKET AND ONE THAT EXISTS ONLY IN UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ABU DH 00475 220515Z

THE MINDS OF THE PLANNERS. FOR EXAMPLE, SYSTEMATIC MARKET

RESEARCH CAN KEEP WASHINGTON AND FOREIGN SERVICE POSTS FROM INVESTING TIME AND MONEY IN SUCH NON-EVENTS AS MATERIALS HANDLING PROMOTIONS. HOWEVER, AT PRESENT THIS POST IS NOT EQUIPPED FOR THE SUBTLE AND COMPLICATED MARKET STUDIES THAT PRODUCE WORTHWHILE RESULTS. A SLOPPY JOB OF MARKET RESEARCH BY UNTRAINED PERSONNEL WILL NOT ONLY WASTE TIME AND MONEY, BUT WILL RESULT IN POORLY-PLANNED, UNPRODUCTIVE TRADE PROMOTIONS. SUGGESTION PARAGRAPH 3 REFTEL FOR USING LOCAL OR REGIONAL MARKET RESEARCH FIRMS COULD PRODUCE USEFUL INFORMATION IF FIRM IS PROPERLY QUALIFIED. POSTS COULD USE FIRM ON EXPERIMENTAL BASIS PENDING SATISFACTION. SUCH AN OPERATION WOULD ALSO ENCOURAGE THE ESTABLISHMENT OF MARKET RESEARCH ORGANIZATIONS WHERE NONE PRESENTLY EXIST (IN THE UAE FOR EXAMPLE). AMERICAN MARKETING CONSULTANTS COULD ALSO BE ENCOURAGED TO SET UP JOINT VENTURES, WITH ONE RESIDENT EXPATRIATE ADVISING LOCAL PERSONNEL.

GRiffin

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ABUDH00475
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740093-0454
From: ABU DHABI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740426/aaaaawrq.tel
Line Count: 78
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 63734
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 28 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <28 FEB 2002 by averetam>; APPROVED <27 DEC 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRAVEL OF MRO KILLOUGH
TAGS: OTRA, BEXP, TC
To: CAIRO
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005